



## Celebrating 16 years of all ages music in Portland

**PDX Pop Now!** is a 501(c)(3) non-profit organization dedicated to stimulating and expanding participation in the music community of the greater Portland, Oregon area. As an all-volunteer organization, PDX Pop Now! produces a free, all-ages festival of local music, a double disc compilation album featuring Portland artists, and hosts music education outreach events in local public schools,

The summer festival, our flagship program, is an all-local, all-ages, free and geographically accessible showcase of Portland's thriving music scene. Since its inauguration in 2004, the annual festival has grown into the city's premier local music event. The 2018 two-day festival attracted over 5,500 attendees.

### SUPPORT PDX POP NOW!

Sponsoring PDX Pop Now! is an efficient way to promote your business while simultaneously supporting a well-respected organization dedicated to Portland's music community.

### FINANCIAL RESPONSIBILITY

Since its first year, PDX Pop Now! has maintained an impeccable financial record. The organization is funded through a combination of donations, grants, in-kind donations, corporate sponsorships and earned income (merch sales, etc.).

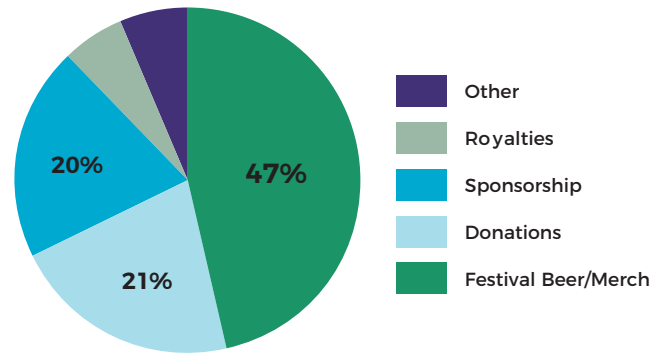
### EFFICIENCY

Every cent raised through sponsorship or donations is significant and goes right back to PDX Pop Now! programming, which means local, affordable or free music experiences for all. Run entirely by volunteers, overhead costs for the organization are minimal. Your sponsorship allows PDX Pop Now!'s festival, compilation and outreach program to thrive, while simultaneously providing you with a low cost, high visibility promotional opportunity.

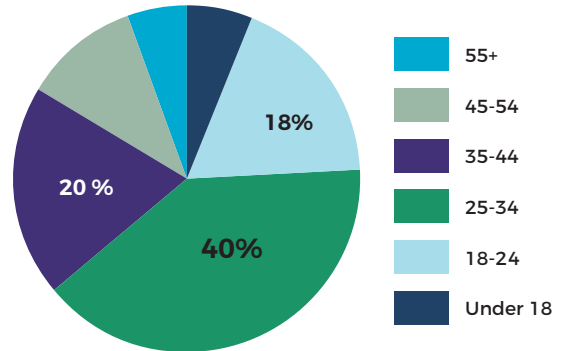
### DEMOGRAPHICS

PDX Pop Now! reaches a diverse array of music fans throughout Portland and the Pacific Northwest. The weekend summer festival, attended by people of all ages, consistently receives positive press from both local and out-of-area music publications. The festival is held in a geographically accessible location each year in consideration of all persons, despite income, age, or residence.

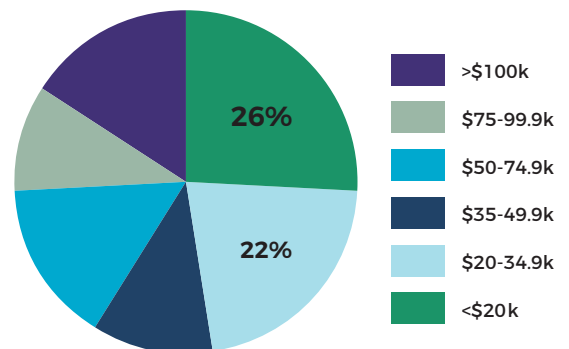
2018 Revenue Sources



Age of 2018 Attendees



Income of 2018 Attendees





**PDX POP NOW!**

## 2019 Festival Sponsorship Opportunities

### **PRESENTING** (contact for pricing)

- “Presented by...” banner at Festival Entrance and Stage
- “Presented by...” language included in all festival PR & social media
- Logo on Festival T-Shirt
- Activity Area or Tabling Space at Festival Street Fair
- Large Ad in Festival Program
- 3 dedicated Social Media Post (Facebook, Instagram & Twitter) leading up to the Festival
- Logo included on Festival Poster & in Festival Program
- Logo included on Festival Website

### **SUSTAINING** (\$5,000)

- Stage or Beer Garden Naming Rights & Standalone Banner with Your Name/Logo
- Activity Area or Tabling Space at Festival Street Fair
- Medium Ad in Festival Program
- 2 dedicated Social Media Post (Facebook, Instagram & Twitter) leading up to the Festival
- Logo included on Festival Poster & in Festival Program
- Logo included on Festival Website

### **ADVOCATE** (\$2,500)

- Activity Area or Tabling Space at Festival Street Fair
- Small Ad in Festival Program
- 1 dedicated Social Media Post (Facebook, Instagram & Twitter) leading up to the Festival
- Logo included on Festival Poster & in Festival Program
- Logo included on Festival Website

### **SUPPORTING** (\$1,000)

- Tabling Space at Festival Street Fair
- Logo included on Festival Poster & in Festival Program
- Logo included on Festival Website

### **COMMUNITY** (\$500)

- Listed in Festival Program
- Logo included on Festival Website

#### **Ask us for more information about:**

Merchandise Donations • In-Kind Trade • Media Sponsorship  
Event Partnership/Collaboration • Matching Donations

**For details about these packages, contact:** [sponsorship@pdxpopnow.com](mailto:sponsorship@pdxpopnow.com)